

## Message Text

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70

ACTION EUR-12

INFO OCT-01 IO-10 ISO-00 EB-07 AGR-10 CEA-01 CIAE-00

COME-00 DODE-00 FRB-01 H-02 INR-07 INT-05 L-03 LAB-04

NSAE-00 NSC-05 PA-02 AID-05 CIEP-02 SS-15 STR-04

TAR-01 TRSE-00 USIA-15 PRS-01 SP-02 OMB-01 FEA-01

/117 W

----- 095680

R 041642Z SEP 75

FM USMISSION EC BRUSSELS

TO SECSTATE WASHDC 9511

AMEMBASSY PARIS

INFO USDEL MTN GENEVA

UNCLAS EC BRUSSELS 07867

E.O. 11652: N/A

TAGS: BEXP, GATT, EEC

SUBJECT: MTN APPARENT NON-TARIFF BARRIER AFFECTING MARKETING IN  
FRANCE OF NON-EEC TOYS

REF: PARIS 22491

1. IN RESPONSE TO REFTEL, MISSION SPOKE TO EC COMMISSION  
OFFICIALS IN THE DIRECTORATES GENERAL FOR THE INTERNAL  
MAKET AND EXTERNAL RELATIONS. BOTH WERE QUITE CATEGORICAL  
IN STATING THAT ANY POLICY OF THE FRENCH TELEVISION MONOPOLY  
TO ACCEPT TOY ADVERTISING ONLY FROM EC MANUFACTURERS  
(REFTEL) IS NEITHER SANCTIONED NOR ENCOURAGED BY THE EC  
COMMISSION. THEY DID NOT KNOW OF THE POLICY OR IF IT WAS  
PRACTICED ELSEWHERE IN THE EC. THE INTERNAL MARKET  
OFFICIAL POINTED OUT THAT THE FRENCH POLICY WOULD APPEAR  
TO BE IN VIOLATION OF THE GATT. (ARTICLE III, 4 PROVIDES  
THAT TREATMENT OF IMPORTED PRODUCTS MAY BE NO LESS  
FAVORABLE THAN THAT ACCORDED TO LIKE PRODUCTS OF  
NATIONAL ORIGIN.)  
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2. A REASON THAT THE FRENCH TV NETWORK DOES NOT DISCRIMINATE AGAINST TOYS FROM OTHER EC MANUFACTURERS MAY BE THAT WERE IT TO DO SO, IT COULD BE IN VIOLATION OF ARTICLE 30 OF THE ROME TREATY. THE OFFICIAL IN THE DIRECTORATE GENERAL FOR INTERNAL POLICY, WHOSE RESPONSIBILITY IS TO ELIMINATE EXISTING NON-TARIFF BARRIERS AND PREVENT NEW NTBS WITHIN THE EUROPEAN COMMUNITIES, SAID THAT THE FRENCH MEASURE, WERE IT TO BE APPLIED AGAINST OTHER EC COUNTRIES, WOULD BE INTERPRETED BY THE COMMISSION AS A MEASURE HAVING AN EFFECT EQUIVALENT TO A QUANTITATIVE RESTRICTION AND THUS BE IN VIOLATION OF ARTICLE 30.

GREENWALD

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 SEP 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975ECBRU07867  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Office:** ACTION EUR  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 PARIS 22491  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellEO  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 11 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <11 JUN 2003 by MaustMC>; APPROVED <15 JAN 2004 by RowellEO>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MTN APPARENT NON-TARIFF BARRIER AFFECTING MARKETING IN FRANCE OF NON-EEC TOYS  
**TAGS:** BEXP, GATT, EEC  
**To:** STATE PARIS  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006